

IN THE CLAIMS

Please cancel claims 6-7, 21-22, and 36-37, amend claims 1-5, 16-20, and 31-35 and add new claims 46-52 as follows:

1. (CURRENTLY AMENDED) A method of initializing a subscription television service comprising:
- activating, in a receiver connected to a presentation device, a purchase screen having at least one field; wherein the receiver is configured to:
 - receive broadcast signals through an input mechanism ; and
 - enable the presentation device to display the broadcast signals;
 - the activation enabling the purchase screen to be displayed on the presentation device;
 - receiving purchase information in the at least one field into the receiver from a user, wherein the purchase information identifies an initial television subscription service for an initial activation of the receiver and a television programming package the receiver;
 - establishing a secure electronic connection, using a communication mechanism of the receiver that is different from the input mechanism, with a vendor;
 - electronically transmitting the purchase information from the receiver through the secure electronic connection to the vendor;
 - receiving a confirmation number from the vendor into the receiver;
 - receiving, in the receiver, authorization for the initial activation of the subscription television service from the vendor; and
 - configuring the receiver to allow the display of the subscription television services.
2. (CURRENTLY AMENDED) The method of claim 1 wherein the activation of the purchase screen is received from a user using a remote control.
3. (CURRENTLY AMENDED) The method of claim 1 wherein the purchase information further comprises:
- a type of credit card;
 - a credit card number; and
 - an expiration date.

4. (CURRENTLY AMENDED) The method of claim 1, further comprising receiving additional purchase information, wherein the additional purchase information comprises merchandise information for merchandise to be purchased from the vendor.

5. (CURRENTLY AMENDED) The method of claim 1, further comprising receiving additional purchase information, wherein the additional purchase information comprises service information for a service to be purchased from the vendor.

6. (CANCELED)

7. (CANCELED)

8. (ORIGINAL) The method of claim 5 further comprising: receiving, in the receiver, authorization for the service from the vendor; and configuring the receiver to allow the display of the authorized services.

9. (ORIGINAL) The method of claim 1 further comprising verifying that all of the required purchase information has been received.

10. (ORIGINAL) The method of claim 1 wherein establishing a secure electronic connection comprises:

obtaining a dialtone through a modem connected to the receiver;

dialing a phone number corresponding to the vendor selected, wherein the phone number is stored in the receiver; and

establishing a secure connection with a computer system of the vendor at the phone number dialed.

11. (ORIGINAL) The method of claim 1 further comprising causing one or more onscreen messages to be displayed that indicate actions being taken by the receiver.

12. (ORIGINAL) The method of claim 1 further comprising storing the confirmation number into a purchase history screen in the receiver that allows a customer to view the purchase information.

13. (ORIGINAL) The method of claim 1 wherein the vendor is a credit card company.

14. (ORIGINAL) The method of claim 1 wherein the receiver is an integrated receiver/decoder (IRD).

15. (ORIGINAL) The method of claim 1 wherein the presentation device is a television.

16. (CURRENTLY AMENDED) A system for initializing a subscription television service comprising:

a receiver configured to:

receive broadcast signals through an input mechanism

enable a presentation device to display the broadcast signals;

receive activation of a purchase screen having at least one field;

enable the purchase screen to be displayed on the presentation device;

receive purchase information in the at least one field from a user, wherein the purchase information identifies an initial television subscription service for an initial activation of the receiver and a television programming package for the receiver;

establish a secure electronic connection, using a communication mechanism that is different from the input mechanism, with a vendor;

electronically transmit the purchase information through the secure electronic connection to the vendor;

receive a confirmation number from the vendor;

receive authorization for the initial activation of the subscription television service from the vendor; and

configure the receiver to allow the display of the subscription television services.

17. (CURRENTLY AMENDED) The system of claim 16 wherein the receiver is configured to receive the activation of the purchase screen from a user using a remote control.

18. (CURRENTLY AMENDED) The system of claim 16 wherein the purchase information further comprises:

- a type of credit card;
- a credit card number; and
- an expiration date.

19. (CURRENTLY AMENDED) The system of claim 16 wherein the receiver is configured to receive additional purchase information that comprises merchandise information for merchandise to be purchased from the vendor.

20. (CURRENTLY AMENDED) The system of claim 16 wherein the receiver is configured to receive additional purchase information that comprises service information for a service to be purchased from the vendor.

21. (CANCELED)

22. (CANCELED)

23. (ORIGINAL) The system of claim 20, the receiver further configured to:
receive authorization for the service from the vendor; and
allow the display of the authorized services.

24. (ORIGINAL) The system of claim 16, the receiver further configured to verify that all of the required purchase information has been received.

25. (ORIGINAL) The system of claim 16 wherein the receiver is configured to establish a secure electronic connection by:

obtaining a dialtone through a modem connected to the receiver;

dialing a phone number corresponding to the vendor selected, wherein the phone number is stored in the receiver; and

establishing a secure connection with a computer system of the vendor at the phone number dialed.

26. (ORIGINAL) The system of claim 16, the receiver further configured to cause one or more onscreen messages to be displayed that indicate actions being taken by the receiver.

27. (ORIGINAL) The system of claim 16, the receiver further configured to store the confirmation number into a purchase history screen in the receiver that allows a customer to view the purchase information.

28. (ORIGINAL) The system of claim 16 wherein the vendor is a credit card company.

29. (ORIGINAL) The system of claim 16 wherein the receiver is an integrated receiver/decoder (IRD).

30. (ORIGINAL) The system of claim 16 wherein the presentation device is a television.

31. (CURRENTLY AMENDED) An article of manufacture for initializing a subscription television service comprising:

means for a receiver connected to a presentation device to receive broadcast signals through an input mechanism;

means for the receiver to enable the presentation device to display the broadcast signals;

means for the receiver to receive activation of a purchase screen having at least one field;

means for the activation to enable the purchase screen to be displayed on the presentation device;

means for the receiver to receive purchase information for the one or more fields from a user, wherein the purchase information identifies an initial television subscription service for an initial activation of the receiver and a television program package for the receiver;

means for the receiver to establish a secure electronic connection, using a communication mechanism that is different from the input mechanism, with a vendor;

means for the receiver to electronically transmit the purchase information through the secure electronic connection to the vendor;

means for the receiver to receive a confirmation number from the vendor;

means for receiving, in the receiver, authorization for the initial activation of the subscription television service from the vendor; and

means for configuring the receiver to allow the display of the subscription television services

32. (CURRENTLY AMENDED) The article of manufacture of claim 31 wherein the activation of the purchase screen is received from a user using a remote control.

33. (CURRENTLY AMENDED) The article of manufacture of claim 31 wherein the purchase information further comprises:

a type of credit card;

a credit card number; and

an expiration date.

34. (CURRENTLY AMENDED) The article of manufacture of claim 31, further comprising means for receiving additional purchase information, wherein the additional purchase information comprises merchandise information for merchandise to be purchased from the vendor.

35. (CURRENTLY AMENDED) The article of manufacture of claim 31, further comprising means for receiving additional purchase information, wherein the additional purchase information comprises service information for a service to be purchased from the vendor.

36. (CANCELED)

37. (CANCELED)

38. (ORIGINAL) The article of manufacture of claim 35 further comprising:
means for the receiver to receive authorization for the service from the vendor; and
means for the receiver to allow the display of the authorized services.

39. (ORIGINAL) The article of manufacture of claim 31 further comprising means for
verifying that all of the required purchase information has been received.

40. (ORIGINAL) The article of manufacture of claim 31 wherein the means for the
receiver to establish a secure electronic connection comprises:
means for the receiver to obtain a dialtone through a modem connected to the receiver;
means for the receiver to dial a phone number corresponding to the vendor selected,
wherein the phone number is stored in the receiver; and
means for the receiver to establish a secure connection with a computer system of the
vendor at the phone number dialed.

41. (ORIGINAL) The article of manufacture of claim 31 further comprising means for
the receiver to cause one or more onscreen messages to be displayed that indicate actions being
taken by the receiver.

42. (ORIGINAL) The article of manufacture of claim 31 further comprising means for
the receiver to store the confirmation number into a purchase history screen in the receiver that
allows a customer to view the purchase information.

43. (ORIGINAL) The article of manufacture of claim 31 wherein the vendor is a credit
card company.

44. (ORIGINAL) The article of manufacture of claim 31 wherein the receiver is an integrated receiver/decoder (IRD).

45. (ORIGINAL) The article of manufacture of claim 31 wherein the presentation device is a television.

46. (NEW) The method of claim 1 wherein all of the steps are automated without interacting with personnel from the vendor.

47. (NEW) The system of claim 16 wherein the receiver is configured to perform the actions automatically without interacting with personnel from the vendor.

48. (NEW) The article of manufacture of claim 31 wherein all of the means automatically perform the indicated actions without interacting with personnel from the vendor.

49. (NEW) A method of making a purchase comprising:
activating, in a receiver connected to a presentation device, a purchase screen having at least one field, wherein the receiver is configured to:
receive broadcast signals through an input mechanism; and
enable the presentation device to display the broadcast signals;
the activation enabling the purchase screen to be displayed on the presentation device;
receiving purchase information in the at least one field into the receiver from a user, wherein the purchase information comprises credit card information and a good or service;
establishing a secure electronic connection, using a communication mechanism of the receiver that is different from the input mechanism, with a vendor;
electronically transmitting the purchase information from the receiver through the secure electronic connection to the vendor;
receiving a confirmation number from the vendor into the receiver.

50. (NEW) The method of claim 49 wherein the vendor receives the confirmation number from a credit card company once a credit card transaction using the credit card information has been processed.

51. (NEW) The method of claim 49 wherein:
the vendor is a credit card company; and
the vendor notifies a service provider of a credit card transaction and the good or service purchased to provide the good or service to the user.

52. (NEW) The method of claim 49 wherein the good or service comprises an initial subscription and activation of a television programming package from a broadcasting television provider.
